



UNITED STATES DEPARTMENT OF JUSTICE

FEDERAL BUREAU OF INVESTIGATION

Seattle, Washington

May 15, 1974

In Reply, Please Refer to
File No.

RE: MUHAMMAD ALI;

[REDACTED]

WORLD CHAMPIONSHIP BOXING MATCH;

ZAIA, AFRICA

SEPTEMBER 24, 1974

ALL INFORMATION CONTAINED
HEREIN IS UNCLASSIFIED

DATE 7-14-86 BY SP8 B7D

269871

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b7C
b7D

The following was reported on May 9 and 10, 1974,
by a source who has furnished reliable information in the
past, who received it from an untested source:

[REDACTED]

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[REDACTED]

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[REDACTED]

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b7C
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This document contains neither
recommendation nor conclusions
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not to be distributed outside
your agency.

ENCLOSURE

163-38163-X

Muhammad Ali-683

RE: MUHAMMAD ALI; [REDACTED]
WORLD CHAMPIONSHIP BOXING MATCH;
ZAIKA, AFRICA, SEPTEMBER 24, 1974

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b7C

Rumors are going around on the street that there is a possibility of terroristic activity against the fighters in Zaia with even a ransom attempt as one plan of action. Further details are not currently available, but the source will furnish any additional information coming to his attention.

UNITED STATES GOVERNMENT

Memorandum

TO : DIRECTOR, FBI

DATE: 5/15/74

FROM : SAC, SEATTLE (163-New) (RMIC)

SUBJECT: MUHAMMAD ALI

jem *OKA*
WORLD CHAMPIONSHIP BOXING MATCH;
ZATA, AFRICA
SEPTEMBER 24, 1974

APR 16 1974
CL. S. A.

FOREIGN POLICE COOPERATION

ALL INFORMATION CONTAINED
HEREIN IS UNCLASSIFIED
DATE 7-14-86 BY SP3 BIS/SPS
269871

Enclosed for the Bureau are ten (10) copies and for Cleveland and New York two copies each of an LHM concerning captioned matter.

The source is [redacted]. He received the information from [redacted] whom he declined to identify, who formerly [redacted] that had [redacted]. Source said he cannot vouch for the information, but believes the information is specific enough to permit verification, at least in part, through other sources.

The Bureau may want to make available copies of the LHM to the Legats covering Zata, Africa, and Switzerland; State Department; [redacted] and other agencies.

② - Bureau (Encl. 10) *4/14/74*
2 - Cleveland (Encl. 2) (Info)
2 - New York (Encl. 2) (Info)
2 - Seattle
(1 - 163-New)
(1 - [redacted])

RBC:cmf
(8)

b7D

REC. 87

MCT

163-38169-X
163-0-5340

MAY 14 1974

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b7E



5 JUN 1974

SEP 17 1974 U.S. Savings Bonds Regularly on the Payroll Savings Plan

5010-110

Muhammad Ali-685

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b7C



UNITED STATES DEPARTMENT OF JUSTICE
FEDERAL BUREAU OF INVESTIGATION
Washington, D. C.

In Reply, Please Refer to
File No.

July 8, 1974

MUHAMMAD ALI;
GEORGE FORMAN;
WORLD CHAMPIONSHIP BOXING MATCH;
ZAIRE, AFRICA
SEPTEMBER 24, 1974

The June 1, 1974 issue of the Swiss French-language newspaper "Tribune de Lausanne" contained an article which when translated read as follows:

"Boxing
"Dispute
"About the Retransmission
"of the Clay-Foreman Fight

"A dispute has arisen between the American company 'Hemdale Leisure Corporation' and the British company 'Stockpeed, Ltd.' concerning the televised retransmission and the film rights to the fight which will match the world heavyweight champion George Foreman and his challenger Cassius Clay on September 25 at Kinshasa. The American company has announced that it had sold the rights of retransmission for Europe and the United Kingdom for a sum of 1,200,000 pounds. The British company had immediately asked the suspension of this right on the territory of the United Kingdom. 'Hemdale Leisure Corporation' has appealed this last decision to the high court of justice in London."

ALL INFORMATION CONTAINED
HEREIN IS UNCLASSIFIED
DATE 7-14-86 BY SP3(BTS)aoe
269871

"This document contains neither recommendations nor conclusions of the FBI. It is the property of the FBI and is loaned to your agency; it and its contents are not to be distributed outside your agency."

UNITED STATES GOVERNMENT

Memorandum

TO : DIRECTOR, FBI

FROM : *J. A.* SAC, CLEVELAND (163-393) (RUC)

SUBJECT: *J. A.* MUHAMMAD A.L.T.

WORLD CHAMPIONSHIP BOXING MATCH
ZAIA, AFRICA
9/24/74
FOREIGN POLICE COOPERATION ALL

5/24/74 FOREIGN POLICE COOPERATION

ALL INFORMATION CONTAINED
HEREIN IS UNCLASSIFIED
DATE 10/27/2017 BY SP8/N7J

DATE 7-14-86 B
289871

Re Seattle letter to Bureau, 5/15/74.

Enclosed for the Bureau are ten (10) copies and for Seattle two copies each of an LHM concerning captioned matter.

The source is

If additional information through informant contact is obtained, Cleveland will advise the Bureau and Seattle Division. *W*

2 - Bureau (Enc. 10) (RM)
2 - Seattle (Enc. 2) (163-0) (RM)
2 - Cleveland
(1 -)

WLW:sjf
(6)

Loc LHM to

STATE DEPT., N.Y., BY

0-14E, 0-14b, and 0-7, respectively.

R.A./ws 6/26/74

1cc + 5 FNC.
TO BORN BY 0-7
RA/WA 6/26/74

11

EX-10.1

163-3816-3-2
~~163-3816-3-2~~

6-28
JUN 19197

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21

Muhammad Ali-688



UNITED STATES DEPARTMENT OF JUSTICE
FEDERAL BUREAU OF INVESTIGATION

In Reply, Please Refer to
File No.

Cleveland, Ohio

June 14, 1974

MUHAMMAD ALI:

WORLD CHAMPIONSHIP BOXING MATCH
ZAIA, AFRICA
SEPTEMBER 24, 1974

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b7C

The following was reported on May 31, 1974,
by a source who has furnished reliable information in the
past.

Source advised that [redacted]

[redacted] Source
advises [redacted]

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According to the source, [redacted]

[redacted]

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Source added that during the end of [redacted]

[redacted]

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b7C
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ALL INFORMATION CONTAINED
HEREIN IS UNCLASSIFIED

DATE 7-14-86 BY 008 BTJ/bs
269871

Sources whose identities are
concealed herein have furnished
reliable information in the
past except where otherwise noted.

163-38163-2

ENCLOSURE

163-38163-503

Muhammad Ali-689

RE: MUHAMMAD ALI:

[redacted]
WORLD CHAMPIONSHIP BOXING MATCH
ZAIKA, AFRICA
SEPTEMBER 24, 1974

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b7C

Source did not know the identities of the

[redacted]

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b7D

It is noted that [redacted] is a known
[redacted] who has been involved in [redacted]
[redacted] for years.

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b7C

UNITED STATES GOVERNMENT

Memorandum

TO : DIRECTOR, FBI

FROM : LEGAT, BERN (92-62) (RUC)

SUBJECT: MUHAMMAD ALI;

DATE: 6/19/74

WORLD CHAMPIONSHIP BOXING MATCH;
ZAI, AFRICA
SEPTEMBER 24, 1974
FPC

Re Seattle letter 5/15/74.

Zaia, Africa, is probably Zaire.

There was no record in files of Legat, Bern, of the Risselia Investment Company of Geneva, Switzerland, or of [REDACTED]. The Risselia Investment Company does not appear in the Geneva telephone or city directories. The Commercial Section, the Embassy, Bern, was unable to locate any company by that name in Geneva through its sources.

Seattle LHM dated 5/15/74, has been disseminated to [REDACTED] for information.

ALL INFORMATION CONTAINED
HEREIN IS UNCLASSIFIED
DATE 7-14-86 BY SP80TJ/leb
269871

4 Bureau
1 - Foreign Liaison
1 - Seattle (163-0)
1 - Bern
HDG:IM
(5)

Ice M. L. to
CIA/DCI AND NYO
BY 0-7 FOR WFO
Refers to 163-0-1

REC-71

163-38163-3

163-0-1

JUN 25 1974

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b7C

SEP 17 1974
163-0-1
5010-108-02

Buy U.S. Savings Bonds Regularly on the Payroll Savings Plan
Muhammed Ali 691

UNITED STATES GOVERNMENT

Memorandum

TO : DIRECTOR, FBI

DATE: 7/10/74

FROM : SAC, SEATTLE (163-0-198) (RUC)

CHANGED
SUBJECT: MUHAMMAD ALI;

WORLD CHAMPIONSHIP BOXING MATCH;
ZAIRE, AFRICA
SEPTEMBER 24, 1974
FOREIGN POLICE COOPERATION.

ALL INFORMATION CONTAINED
HEREIN IS UNCLASSIFIED
DATE 7-14-86 BY SP8 D1360
7-14-86

Sp
Title marked changed to alter phonetic spelling
Zaia to Zaire which has two dots over the "I" and to insert
an "E" in the name of [redacted] as provided by the source.

Re Legat, Bern letter to Bureau, 6/19/74, and
Cleveland letter to Bureau, 6/14/74.

163-38163-3
163-38163-2

Enclosed for the Bureau are ten copies and for
New York and Cleveland two copies each of an LHM concerning
captioned matter. In view of the contents of the LHM, it
is not deemed appropriate to use either a property stamp or
a classification stamp. The information is from public
sources. The informant is [redacted].

The bureau may want to make copies of the LHM
available to Legat, Bern (92-62), Legat, London, and other
pertinent agencies. A copy of Seattle's LHM, May 15, 1974,
would be helpful to the Legat, London for background.

ENCLOSURE

ENCL. 10

REC- 13

163-38163-4

(2) - Bureau (Encl. 10)
1 - Cleveland (163-393) (Encl. 2) (Info)
1 - New York (Encl. 2) (Info)
2 - Seattle
(1 - 163-0-198) *1W3*
(1 - [redacted]) b7D BY O-7
RBC:cmf (6)

1 ENCL. TO [redacted] BY O-14-6
1 ENCL. TO STATE DRAFT
BY O-14-6

3 JUN 16 1974

RAY/ln 7/15/74



8 JUL 23 1974 Buy U.S. Savings Bonds Regularly on the Payroll Savings Plan
Muhammad Ali-692



UNITED STATES DEPARTMENT OF JUSTICE

FEDERAL BUREAU OF INVESTIGATION

Seattle, Washington

July 10, 1974

In Reply, Please Refer to
File No.

RE: MUHAMMAD ALI;

WORLD CHAMPIONSHIP BOXING MATCH;
ZAIRE, AFRICA

SEPTEMBER 24, 1974

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b7c

On July 8, 1974, a source who has furnished reliable information in the past reported he was going through some back issues of the "Seattle Times", a daily newspaper published at Seattle, Washington, and found a syndicated column in the issue of June 30, 1974, written by JIM MURRAY with a date-line of Los Angeles, California, which related to DONALD KING, the promoter of the world championship boxing match between MUHAMMAD ALI and . A reproduction of the item is attached.

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"The Statesman's Year Book" for 1973-74 reported Zaire, also known as the Republique de Zaire, was formerly the Belgian Congo until the country became independent on June 30, 1960. In 1971, the country and the river were named Zaire. The capital is Kinshasa which formerly was known as Leopoldville. Its population in 1970 was 1,323,039. The Zaire constitution was revised in 1971 to establish a single-chamber parliament with one deputy for each 50,000 inhabitants and a president directly elected for seven years. Aircrew and ground personnel for the air force are trained in Italy.

ALL INFORMATION CONTAINED
HEREIN IS UNCLASSIFIED
DATE 7-14-86 BY 008073/08
269871

163-38163-4

ENCLOSURE

Muhammad Ali-693



by Jim Murray

From the streets to Zarie; D. K. knows the route

LOS ANGELES — Donald King could never understand why the police were always getting so worked up. He always paid off on time. He owed nobody. It was probably the newspapers. They kept referring to him as the "numbers king" as if his life were a dime novel.

The social reformers were upset because they thought he was siphoning money out of the ghetto, but D. K. could never understand that since he was IN the ghetto.

His life came out like a scenario from "Shaft's Big Ripoff" or something, but D. K. never did business with people who called themselves "boss of the bosses" or anything like that. He was just a one-man crime conglomerate. His nightclub was legit, and he hired the best artists and always paid off up front. But he didn't have his office on downtown Euclid Avenue in Cleveland, and he kept his books in a flowerpot where the vice squad couldn't see them. But his credit on the street was as good as the Federal Reserve's.

HE WAS tougher than he looked. He smiled a lot and walked away from fights because, early on, he had caught on to the white man's game that slavery had programmed the black man to die rather than live. And D. K. liked life.

He sincerely regretted killing Sam Garrett but, the bulk of the evidence showed, Sam Garrett had attacked him. D. K. never knew why. He had taken Sam Garrett right out of prison, had his teeth fixed, his shoes shined, and gave him a new wardrobe and a job. When a hunch number hit—D. K. even remembers what it was, "347"—Sam proved to have booked it himself. And couldn't pay off. D. K. who ALWAYS paid off, pointed out that Sam was giving him a bad name—and that's when Sam slammed him up against his Cadillac. D. K. took off his coat. The fight didn't last long. Witnesses say Sam never even saw it coming. He hit a hydrant on the way down, or all he might have had was a big headache the next day. Unfortunately, Sam's head was never to ache again. "Sam expired," recalled D. K., grimacing to this day at the thought.

The D. A. brought aggravated assault charges against D. K. But before trial, the Hough riots erupted, and the all-white jury was only too happy to find for murder two in the courtroom. They thought maybe if they sent D. K. away for life, they wouldn't have to lock their doors at night. The verdict was so palpably unfair—it was shown the victim had kicked D. K. first—but the judge threw it out. "The other man could as well be standing here," he explained. He reduced it to simple manslaughter.

D. K. thought he had only 11 months to serve in the Ohio pen. He figured he could do that standing on his head, and get back to his collections.

He thought wrong. Every time he came up before the parole board, they gave him back his four-year flop. The sentence was one to 20 which, on the face of it, is a laughable spread of severity. It's like making an offense punishable by a \$2 fine—or the electric chair. The parole board kept turning D. K. back—five times. Some said it was because the board kept hearing rumors he was going to try to bribe them with \$50,000. On the other hand, maybe they were upset because it was just rumor.

IN ANY CASE, it was the best break Donald King ever had. He went in a headlum. He came out an educated man. "I knew hatred and bitterness would corrode me. I already had enough to pack my bag without adding to them."

He took courses by mail at Ohio U. He had the prison library all to himself. He found to his surprise that O. Henry had been a con. He went through Schopenhauer, Shakespeare, John Stuart Mill the Cycles of Business, and studied Economics 101 and 102. He corresponded with his professors and made friends with the prison priest, a Father Fury.

He came out of prison four years later armed and dangerous. Because he was armed with knowledge—the one "piece" police couldn't frisk you for. "All black men in America are in prison," he said. "Mine was just solitary confinement." He had become a street kid originally because there were no other options.

"What was I going to do—be president of the Stock Exchange?" he asks. "Kids in the ghetto go right from infant to adult. They never have the option of the frivolity of being teen-agers. At the age of six, with mama working, they find themselves with the awesome responsibility of adulthood. Statutorily, what I was doing was a crime. Practically, it was all I could do."

D. K. never went back to running numbers, he says, because he recognized it as a form of what he calls "neo-colonialism" which he says the black man accepted. He didn't want to accept it. He wanted to get into that larger numbers game called "capitalism."

Highly articulate, educated, a born salesman, an impressive physical specimen (6 feet 5 inches, 225 pounds) his life changed when he set out to raise money for a black hospital, "the only one in Ohio," he says, two years ago.

"I ran into prejudice—black prejudice. I couldn't see how black people could be swayed by decisions in law because we, as blacks, had no input in that law. But they rejected me because I had run afoul of that law."

IN DESPERATION, he phoned Muhammad Ali, whom he had met in his days as a leading Cleveland "sportsman." He expected a brush—but he told Ali candidly: "I'm an ex-convict, I'm an ex-numbers man, I am not going to be spiritually accepted." Ali accepted him. "I'll be there. I

understand. In fact, I'll be there three or four days ahead." The hospital benefit grossed \$82,500. From being a number in a penitentiary, D. K. became a number in Dun & Bradstreet.

He's now associated with what may be the gaudiest international promotion in history—the Ali-Foreman fight in Africa in September. By tireless travel, Kissinger-like salesmanship, Donald King first sealed the principals, then the bout. His first partner was an English theatrical producer, John Dailey. His second was the sovereign nation. It is the first prizefight promotion ever guaranteed by an entire country, Zaire, in the African Congo.

Donald King can quote you by the hour from Shakespeare, John Donne, Milton's "Paradise Lost" or the slave philosopher, Frederick Douglass, to explain his success, but the quote he comes back to is the one he got, not from a book, but from his brother who ran numbers before D. K. did. "Always, pay off and always, keep your word. Your money will come and go. Your word will stick with you."

UNITED STATES GOVERNMENT

Memorandum

TO : DIRECTOR, FBI (163-38163) DATE: 9/10/74
FROM: SAC, SEATTLE (163-0-198)
SUBJECT: Q MILITARY Q

MUHAMMAD A.L.I.

WORLD CHAMPIONSHIP BOXING MATCH;
ZAIRE, AFRICA
SEPTEMBER 24, 1974
FOREIGN POLICE COOPERATION

Relet and LHM from Seattle to Bureau, Cleveland, and
New York, 7/10/74.✓

Enclosed for the Bureau are ten (10) copies and for Cleveland and New York two (2) copies each of an LHM concerning captioned matter. In view of the contents of the LHM, it is not deemed appropriate to use either a property stamp or a classification stamp. The information is from a public source. The informant is [redacted].

The Bureau may want to make available copies of the LHM to Legats at Bern and London and the one covering Zaire, Africa, plus any other agencies deemed appropriate.

(2) - Bureau (Encl. - 10) 37
2 - Cleveland (Encl. - 2)
2 - New York (Encl. - 2)
2 - Seattle (1 - 163-0-198)

ALL INFORMATION CONTAINED
HEREIN IS UNCLASSIFIED
DATE 7-14-06 BY SP8(B7c)alp

RBC:cje

(8)

cc: 2 copy to London 269811
cc: 2 copy to Vega/fern
by 0-7 2enc to [redacted] REF 163-38163-5
by 0-14 for info 2enc
to State Dept for
info by 0-14. 9/20/74
KA: file

AM. J.
Carrollton, Please insert
ser 163-0-5848 (58 ft 86 cm
JUL 7 1974) into 163-230163.
LA C

Buy U.S. Savings Bonds Regularly on the Payroll Savings Plan Muhammad Ali-695





UNITED STATES DEPARTMENT OF JUSTICE
FEDERAL BUREAU OF INVESTIGATION

*In Reply, Please Refer to
File No.*

Seattle, Washington
September 10, 1974

RE: MUHAMMAD ALI;

WORLD CHAMPIONSHIP BOXING MATCH
ZAIRE, AFRICA
SEPTEMBER 24, 1974

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On September 5, 1974, a source who has furnished reliable information in the past, made available a summary of information concerning the promoters of the ALI-FOREMAN World Championship Boxing Match scheduled for September 24, 1974, at Zaire, Africa. The last page of the material indicates it was prepared by a public relations firm in New York City, New York.

A reproduction of the material is set out hereafter.

ALL INFORMATION CONTAINED
HEREIN IS UNCLASSIFIED
DATE 7-14-06 BY SP8 (STJ) a/f
269870

ENCLOSURE
163-38163-5

Muhammad Ali-696

THE PRODUCERS OF THE FOREMAN-ALI FIGHT

There are three major sponsoring companies involved in the promotion of the World Heavyweight Championship Fight between George Foreman and Muhammad Ali in Kinshasa, Zaire on September 24 (10:00 p.m. EDT).

They are: HEMDALE LEISURE CORPORATION, VIDEO TECHNIQUES, INC., and DON KING PRODUCTIONS.

Information on the three companies and their principal officers follows:

HEMDALE LEISURE CORPORATION

This London and New York-based international firm is the principal financial entity in the sponsorship of the Foreman-Ali fight. In addition to putting up the 1.5 million in advance capital, it raised the balance of the risk capital through letters of credit from Risnelia, a Swiss investment firm. Hemdale will control world film rights to the fight, as well as a share of other ancillary profits.

Hemdale has become in recent years a major conglomerate in the leisure and entertainment field, involved in motion picture, theatre, television and music enterprises.

JOHN DALY is the 36-year old head of Hemdale, and chief executive officer of Equity Enterprises, financial services and leisure conglomerate, of which Hemdale is a subsidiary.

The firm has produced and distributed a number of successful movies, plays and musicals. It has a variety of music interests, managing such recording stars and groups as Elton John, Black Sabbath, and owns film studios, betting shops and a merchant bank in England.

Last year, Hemdale joined United Artists Theatres and the Cinemobile division of Taft Broadcasting in a new motion picture production-financing company, Cine Artists International, which is soon to present its first movie, "Bobby and Rose".

Although he has made his reputation in the financial and leisure field, Daly is no newcomer to the boxing world. His father was a prominent English lightweight boxer and later became a well-known fight manager and trainer. A native of London, Daly served in the British merchant navy and was a life insurance underwriter before joining actor David Hemmings in organizing the Hemdale company in 1968.

Hemdale's representative in the United States is FREDERICK SCHNEIER, with offices at 375 Park Avenue, New York. Schneier is vice-president of Hemdale Leisure Corporation and supervises Hemdale's growing involvement in the United States in the entertainment field. Schneier was formerly vice-president of programming for RKO General Television and a vice-president of Show Corporation, distributors of motion pictures and television programming.

VIDEO TECHNIQUES, INC.

Video Techniques has in recent years become one of the nation's leading distributors of specialized television programming to select audiences throughout the world. It is fast achieving global supremacy in the field of closed circuit television.

The company was founded in September, 1970, to provide large screen television projectors for special closed circuit television events. It has since expanded into the promotion and production of major sporting, entertainment and cultural events.

Among its most recent productions were the closed circuit telecasts of the Foreman-Frazier championship fight from Kingston, Jamaica on January 22, 1973; and the Foreman-Norton championship fight from Caracas, Venezuela last March 26. In addition to numerous other boxing events, it has handled the closed circuit telecasts of basketball and football games, auto races, bull-fights and theatrical events.

The company is also involved in providing programming to cable television and pay-TV systems.

Video Techniques' growth is attributed to the leadership and experience of its two founders and principal officers, BARRY BURNSTEIN, president, and HENRY A. SCHWARTZ, executive vice-president, who have become specialists in world satellite communications technology.

BARRY BURNSTEIN is an expert on closed-circuit television, its equipment, services and transmission facilities. He organized Video Techniques with Mr. Schwartz after long experience in the communications field.

From 1953 to 1963, he was manager of traffic and plant facilities for the Teleprompter Corporation, where he played a major role in the establishment of closed circuit television networks. He joined the Telepro Industries (1963-68) as purchasing agent, production control manager and director of manufacturing; and later (1968-69) became president of the Channel Manufacturing Corporation, which manufactures and distributes audio cartridges and tape cassettes. In 1969-70, he was a consultant to Color Media Communications Corporation, a programmer of special closed circuit television programs.

Muhammad Ali-698

HENRY A. SCHWARTZ, a graduate engineer of international reputation, has been involved in the video, motion picture communications fields for several years.

He was president of Intersphere Development Corp. (1964-66), which developed patents for an 8-millimeter multiple select audio visual device; and executive vice president of Colorsonics, Inc. (1966-67), and a consultant to the National Radio Company, an electronics manufacturer. In 1968-69, he was president of Hashberry Enterprises, Inc., which developed front screen projection equipment and techniques for use with video or motion picture cameras.

Before organizing Video Techniques with Burnstein in 1970, Schwartz also served as a consultant to Color Media Communications Corporation, engaged in the establishment of closed circuit network television productions.

DON KING PRODUCTIONS, INC.

DON KING is president of Don King Productions and vice president of Video Techniques, Inc. He has been active in the black business community of Cleveland, Ohio, for most of his life, owning and operating various retail establishments and supper clubs in that city. He is a graduate of John Adams High School in Cleveland and attended Western Reserve University. During one period in his career, he was a cattle rancher.

During a brief incarceration in the Marion, Ohio correctional institute, Don King studied philosophy and business administration in correspondence courses from Ohio University. During this period, he gained insight into the social and economic plight of the black population in the United States which shaped his career after his release. He dedicated himself to raising the social and financial level of the black people, particularly the black athlete. To this end, he managed several heavyweight fighters, including Ernie Shavers, Jeff "Candy Slim" Merritt, Larry Holmes, and lightheavyweight Ray Anderson. He has also promoted many heavyweight boxing contests live and on closed circuit in Ohio.

He is a close friend of Muhammad Ali and George Foreman and was instrumental in bringing them together for this world heavyweight championship.

#####

Prepared by:

Daniel J. Edelman, Inc., Public Relations

777 Third Avenue

New York, New York 10017

Telephone: (212) 421-5422

Contacts: Dick Aurelio; Gloria Byron
Dolph Silverstein

Fight Publicity Director:

Murray Goodman

Telephone: (212) 686-4231

WHY ZAIRE?

How this Central African Republic Became the Site of the Foreman-Ali Championship Fight

World heavyweight championship fights have been held in some unusual places throughout the years, but none so exotic as Kinshasa, Zaire, in the center of the African continent.

How Kinshasa, Zaire, was chosen as the site of the Foreman-Ali fight is an interesting story in itself.

It started when Don King got the two fighters to agree to a match guaranteeing each of them a record-breaking purse of \$5 million. He went to Henry Schwartz and Barry Burnstein of Video Techniques, closed circuit specialists who had successfully produced the Foreman-Frazier fight in Kingston, Jamaica and the Foreman-Norton fight in Caracas, Venezuela.

Needing major financial sponsorship and determined to find a way to place this major international sports event on a world stage, Schwartz went to London to see John Daly, head of the Hemdale Leisure Corporation, which has an international reputation as a major financier of entertainment.

Daly was captivated by the colossal dimensions of the event and agreed to participate. Thus, Hemdale Leisure became the major financial entity in the enterprise, putting up 1.5 million dollars in up-front capital, and assuming responsibility for raising the balance of the risk capital. Daly and Schwartz contacted Risnelia, a major Swiss investment firm, which provided letters of credit for the balance of the financing and suggested that the fight be held in Zaire, where it has major holdings.

The two fighters had previously indicated that a site in Africa was most acceptable to them.

The Zaire Government of President Mobutu Sese Seko was contacted, and that government reacted with pride and happiness at the opportunity to welcome people from all over the world to their capital of Kinshasa.

Coincidentally, just 25 miles from Kinshasa is the location of a modern earth station, from which the live television signal could be transmitted to a communications satellite and relayed to countries all over the world.

Thus, Kinshasa, Zaire, became a new dateline in the ever-growing almanac of sports.

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Prepared by:
Daniel J. Edelman, Inc., Public Relations
777 Third Avenue
New York, New York 10017
Telephone: (212) 421-5422

Fight Publicity Director:
Murray Goodman
Telephone: (212) 686-4231

Muhammad Ali-701